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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/990,109	11/21/2001	Randall A. Boudouris	M112.2-10064	2833
490	7590	09/05/2006		
VIDAS, ARRETT & STEINKRAUS, P.A. 6109 BLUE CIRCLE DRIVE SUITE 2000 MINNETONKA, MN 55343-9185				
			EXAMINER GOFF II, JOHN L	
			ART UNIT 1733	PAPER NUMBER

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Please find below and/or attached an Office communication concerning this application or proceeding.

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APPLICATION NO/ CONTROL NO.	FILING DATE	FIRST NAMED INVENTOR / PATENT IN REEXAMINATION	ATTORNEY DOCKET NO.
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EXAMINER

ART UNIT	PAPER
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20060823

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Commissioner for Patents

The information disclosure statement (IDS) submitted on 8/2/06 has been considered by the examiner.

It is noted GB 2315367 (and CA 2210174) discloses forming a magnetic assembly comprising molding a magnetic composition including a synthetic resin and magnetic particles into a sheet having a thickness of 50 to 150 μm , magnetizing the sheet, and adhesively bonding the magnetized sheet to a printable substrate. However, GB 2315367 (and CA 2210174) do not teach a unitary process including providing a magnetic hot melt composition at an elevated temperature in an extruder wherein the hot melt composition comprises 75 wt% to about 95 wt% magnetic material and about 5 wt% to about 25 wt% thermoplastic polymer, directly applying the magnetic hot melt composition through a slot die head at an elevated temperature onto a printable substrate layer to form a magnetic assembly with a magnetic layer having a thickness of about 50 microns to about 305 microns, and subjecting the magnetic assembly to a strong magnetic field to result in a permanent magnetic effect in the assembly. Furthermore, there is no teaching or suggestion to combine the magnetic sheet thickness taught by GB 2315367 (and CA 2210174) to modify the directly applied magnetic layer thickness taught by Texier (WO 00/01776 with English Equivalent US 6,881,450) in view of the coating art as a whole as exemplified by Korpman et al. (US Patent No. 4,388,349) particularly in view of Tanuma et al. (US Patent No. 4,996,110) and/or Czaplicki et al. (US Patent No. 5,985,435). Finally, the declaration by Mike Nelson under 37 CFR 1. 132 filed 5/25/06 presents a sufficient showing of a nexus between the claimed invention and evidence of commercial success to overcome a *prima facie* rejection of the claims under 35 USC 103.

John L. Goff

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